Learning Aim A (3.1) - Social Media Platforms

Activity 3 – How businesses set-up their social media website and post content

There are a number of ways in which businesses can use social media websites to support their business aims and needs: Investigate how they:

- Create a business profile, describing the business to visitors
- Create an image or brand (colour themes, style, types of imagery)
- Advertising that they do:
  - By promoting products and/or services on their social media pages
  - By paying for advertising (sponsored)
  - By using direct and/or indirect advertising
  - By displaying adverts to customers based on their previous search history
- Posting a variety of different content formats, e.g. text, images, video, links, polls and quizzes
- Creating different types of posts, e.g. information, promotion, humour, special offers (all with focus and meaning)
- Ensuring there is website and mobile device integration (so that the social media websites display well on all types of device)

Just like individuals, businesses can set up free profiles on various platforms and use them to describe their business to customers and promote products or services. Investigate the social media sites that a business uses and complete the tables below.

Refer to the relevant headings in the text book extract (pages 182 to 194), but do not copy this content. Use it to generate ideas for research. Give real examples in your work.

Business that you are investigating:

Investigate:	Describe (including screen shots):
The social media sites used (include a screen capture of the social media links).	
What is their target audience?	
Are they using the social media sites that appeal to their target audience? Refer back to the work you did in Activity 2 to make this judgement and discuss fully.	
How the business has created	

an image/brand on their social media sites (how they are attracting their target market).	
How the business has built a profile – how they describe themselves to visitors.	
Examples of posts showing how the business promotes its products or services. Include screen captures of at least 3 different types of post. Analyse the content formats (text, video, images, links, polls, quizzes) and say why they may have chosen that type of post or format.	Post 1:
	Post 2:
	Post 3:
Research the different types of post that businesses can use to try to engage a target audience. Give examples of those that are information sharing, have humour, promoting special offers, etc. These examples do not necessarily have to be from the business that you are studying above. You could give examples from your own social medial accounts – but must be business related.	Post 1 – Example of a poll or quiz. Why have they used this?
	Post 2 – Example of a humourous post. Why have they used this?
	Post 3 – Example of a post that is promoting a special offer (or sale). Why have they used this?

Extension Questions

Conduct independent research to answer the following four questions. You may use examples from your own social media news feed. You can give examples from any business – not necessarily the one you have studied above.

How do businesses use 'paid for' advertising on social media sites (this is how social media sites earn money – the adverts that pop up on your news feed). Give examples for, and discuss: • Sponsored adverts	

• How they appear only for users that fit a certain demographic (e.g. age)	
How the adverts that businesses pay for are tailored for an individual based on their recent internet search history (e.g. use of cookies).	
How social media sites are tailored for mobile devices (so that users can access their social media site anytime and anywhere).	